ABSTRACT OF THE DISCLOSURE

A liquid crystal display apparatus having a pair of substrates of which at least one substrate is transparent and a liquid crystal layer sandwiched between the substrates, having a plurality of scanning electrodes formed on one of the substrates a plurality of signal electrodes intersecting in a matrix form with the plurality of scanning electrodes. The display apparatus further includes within each of the regions surrounded by the plurality of scanning electrodes and the plurality of signal electrodes: (a) a display data holding circuit connected to a corresponding scanning electrode and signal electrode, for fetching and storing display data from a signal electrode in response to a scanning signal for holding a display image without updating the display data while a power supply to the display apparatus is maintained; (b) a switching device connected to the display data holding circuit, in which the switching operation thereof is controlled by the display data holding circuit; and (c) a display electrode connected to the switching device.